

## Drive Revenue & Deliver Knowledge to Maximize Channel Success

Delivering knowledge, information and training to an audience beyond employees is one of the fastest growing segments of the learning industry, increasing at an annual pace greater than 25% (Bersin & Associates). These outward-facing initiatives may require the delivery of training, certification programs and knowledge assets to your organization's extended enterprise of:

25%

Annual growth rate of companies delivering knowledge, information & training to an audience beyond employees.

\*Source: Bersin & Associates

- Customers
- Franchises/Franchisees
- Partners & Resellers
- Association Members
- Suppliers
- Independent Agents
- Channel & Distributor Networks
- Contractors or Volunteers

Many companies are successfully turning external education and training initiatives into profit centers using SumTotal's Learning for Extended Enterprise solution and e-commerce technology. With over 2300 customers, SumTotal has had the opportunity to develop several channel readiness, sales enablement and customer education platforms for flagship organizations. Our client list for these programs is comprised of companies who lead their respective industries, including Google, Edward Jones, Dell, PayPal, HP, Pratt & Whitney and Polycom.

We help organizations increase top-line revenue from more productive channels, reduce the cost of selling to and servicing of customers and channels, as well as increase brand awareness and loyalty. SumTotal Learning for Extended Enterprise can help you enhance information sharing with external audiences, develop and rapidly deliver training, increase customer satisfaction, improve the quality and convenience of training, reduce training and delivery costs, increase revenues, reach large audiences at a fixed cost, and improve adoption rates of new product features and upgrades.

## Key Benefits

- Develop and deliver education and information to audiences outside your organization
- Drive revenue through customer, channel and distributor networks
- Increase sales and market penetration
- Accelerate adoption rate of new products and services
- Improve productivity and information sharing with external partners
- Deliver certification programs and share knowledge
- Eliminate excess training costs while accelerating time to market
- Increase customer satisfaction
- Provide consistent training 24/7/365



Educational materials and information can easily be developed and delivered on-demand in a timely manner to customers, partners and resellers with no hardware to install. Our SaaS model only requires users to have Internet access to complete their training and gain access to information assets. This delivery method allows maximum return on your technology investment by providing a functional, flexible and scalable solution.

A tailored experience can be created for each audience including portal branding, look and feel and access to information including educational materials, viewable and downloadable information, and courseware.

### Mobile Delivery

Organizations require a mobile learning solution that is far more than just using a browser on a mobile phone, especially for external audiences and employees. They are looking for a complete solution to provide a rich learning experience.

The SumTotal Mobile functionality allows content and courseware to be viewed and accessed across a wide range of smartphones and mobile devices. SumTotal Mobile includes application support for Apple® iPhone®, iPod® and iPad®, HP webOS, Google™ Android™ and BlackBerry® with native LMS style sheet support for netbooks and other tablet and appliance devices. With an engaging application interface, easy to use functionality and enhanced content performance, this solution delivers an impactful learning experience through rich media optimized for viewing and consumption on your mobile device.

### Key Integration Points

SumTotal provides native integration of Extended Enterprise solution to the SumTotal Learning Management System that enables organizations to easily expand their investment to a broader learning audience, and delivering greater business value.

“Using SumTotal *Learning for Extended Enterprise*, LPL Financial has proven that it can help its advisors grow their practices. When they grow, LPL Financial grows, too!”

**Andi Campbell**

**Director of Education and Consulting**  
LPL Financial

## About SumTotal

SumTotal Systems, Inc. is the global leader in complete talent management software that enables organizations to more effectively drive business strategy. Recognized by industry analysts as the most comprehensive talent management solution, SumTotal provides full employee lifecycle management, including a core system of record, from a single provider for improved business intelligence. The company offers customers of all sizes and in all industries the most flexibility and choice with multiple purchase, configuration, and deployment options. We have increased the performance of the world's largest organizations including Sony Electronics (NYSE: SNE), AstraZeneca (NYSE: AZN [ADR]; London: AZN), and Amway (KUL:AMWAY).

For more information, or to request a demo, please call +1 (866) 768-6825 (US / Canada), +1 (352) 264-2800 (international) or visit [www.sumtotalsystems.com](http://www.sumtotalsystems.com)

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